



Current Sales Campaign Update

17 October 2014

Ladies and Gentlemen

In the past week you have received a number of bulletins and price lists about the Harvest Sale. Mostly this was because we had made some errors on the communication. We apologise for the confusion and seek to simply this for you. See below.

New Price List formats

Since releasing the Harvest campaign, a number of dealers have voiced their frustration with the price lists by having to refer to multiple documents to determine the price from the price list, the advertised ride-away price from the campaign document and potentially earlier price lists for units sold out at Arctic Cat Australia but still on dealer floors. We have heard you and we are releasing fresh price lists, one for the 2013 models and the other for 2014 models. We have reinstalled models that we have sold out of and we have also added a column for "Advertised Ride-away Price if Applicable". You now only need to refer to either price list for the full story. Sue Boyce has emailed the 2 new price lists "Effective 15-10-14" to your dealer principal.

Are you eligible for a rebate on your floor stock?

This is all dependent on when you were invoiced for the unit. The easy way is to locate the Trust Receipt or Invoice for the vehicle. Compare the price on that Invoice to the price on the Campaign bulletin. The difference between the Dealer Inc price on the invoice and the Campaign Dealer Inc price is your rebate including GST. Follow the steps on the Campaign Rebate Form to claim your rebate. Rebates where applicable can be claimed after vehicle is retailed.

Managing your stock

It is important for any dealer to manage their stock on floor and to know the price of the vehicle. The methods of stock management vary from dealer to dealer but here are the key points your stock control needs to cover.

- Have all the Trust Receipts / Invoices for units in one place. Ensure the people who need to know this information, know where they are.
- Know when the vehicle is at end of terms and will become due for payment.
- Know how much the vehicle cost you. If on campaign, know how much the vehicle will cost you once the rebate is claimed and change the price tag on the unit.
- Ensure your salespeople know how much you are selling it for. This may seem obvious, but many a time we have all seen a sales person fumbling around for a price in front of the customer and not knowing if it is on campaign or not.
- If you don't have a computer system that manages your unit stock control, you can use one or the other of these two simple methods, the "Deal Bag" or a "Stock Card".
 - A stock card is simply that, a card that holds all the information about that unit.
 - A deal bag is the same information but written/printed on the outside of an A4 envelope. The beauty of this is all documents about this vehicle can be kept together in the deal bag including the details of the buyer once it is sold. It is a go to place for anyone if the sales person is absent.

Best Regards
Simon Gloyne
Brand Manager